

Fig. 1A

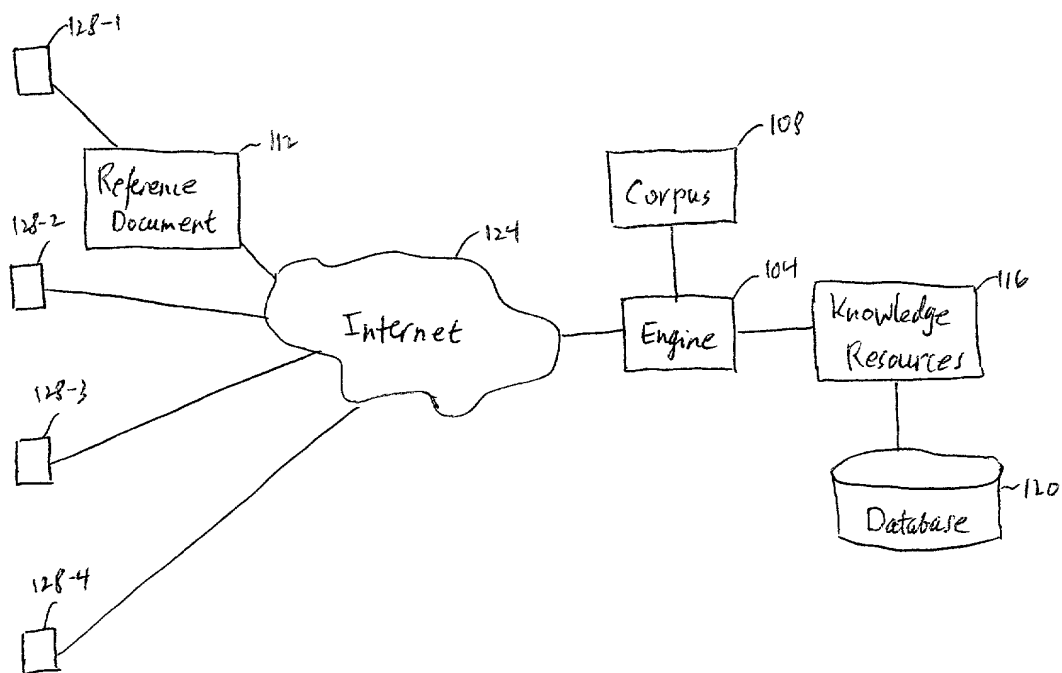


Fig. 1B

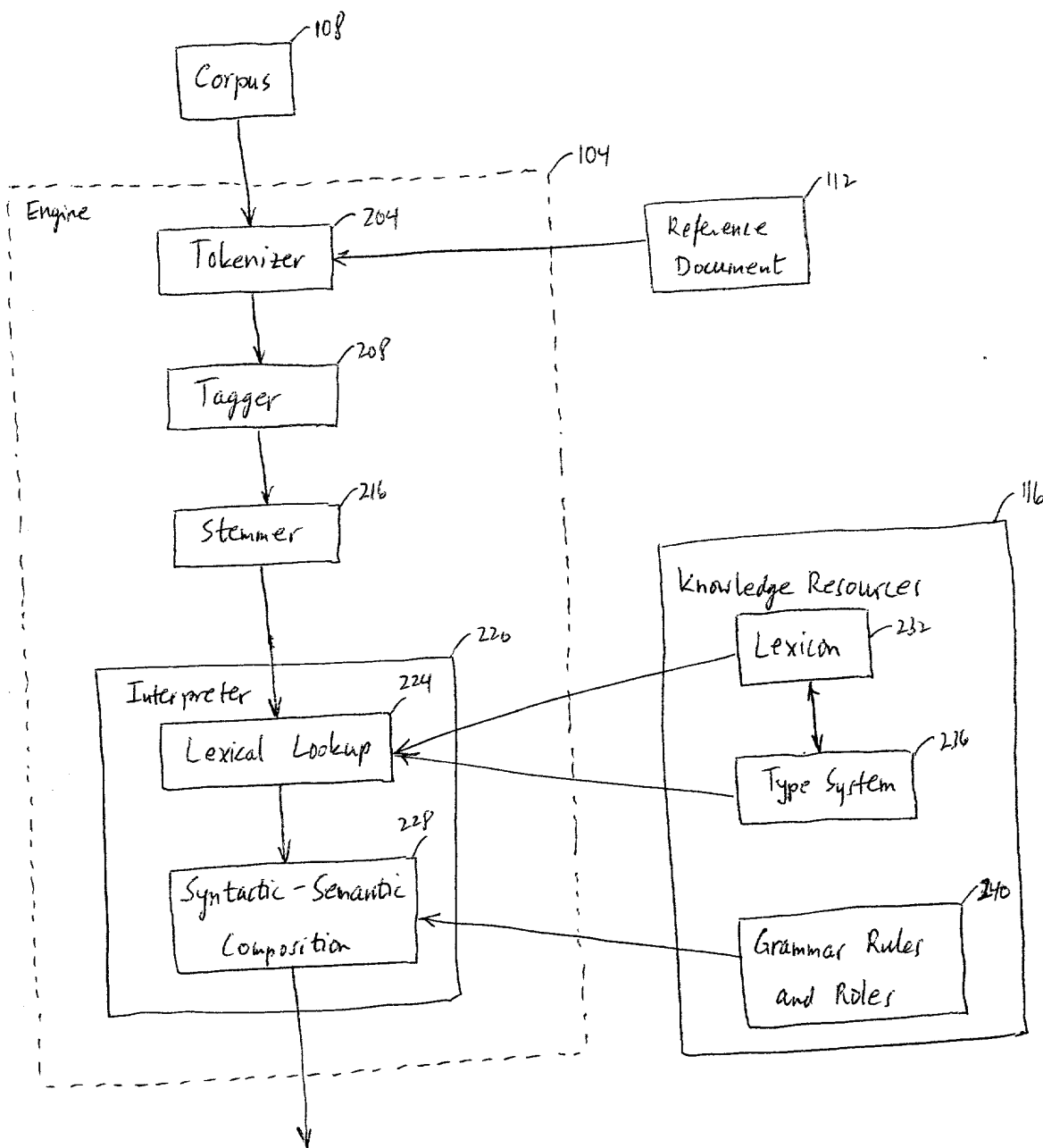


Fig. 2A

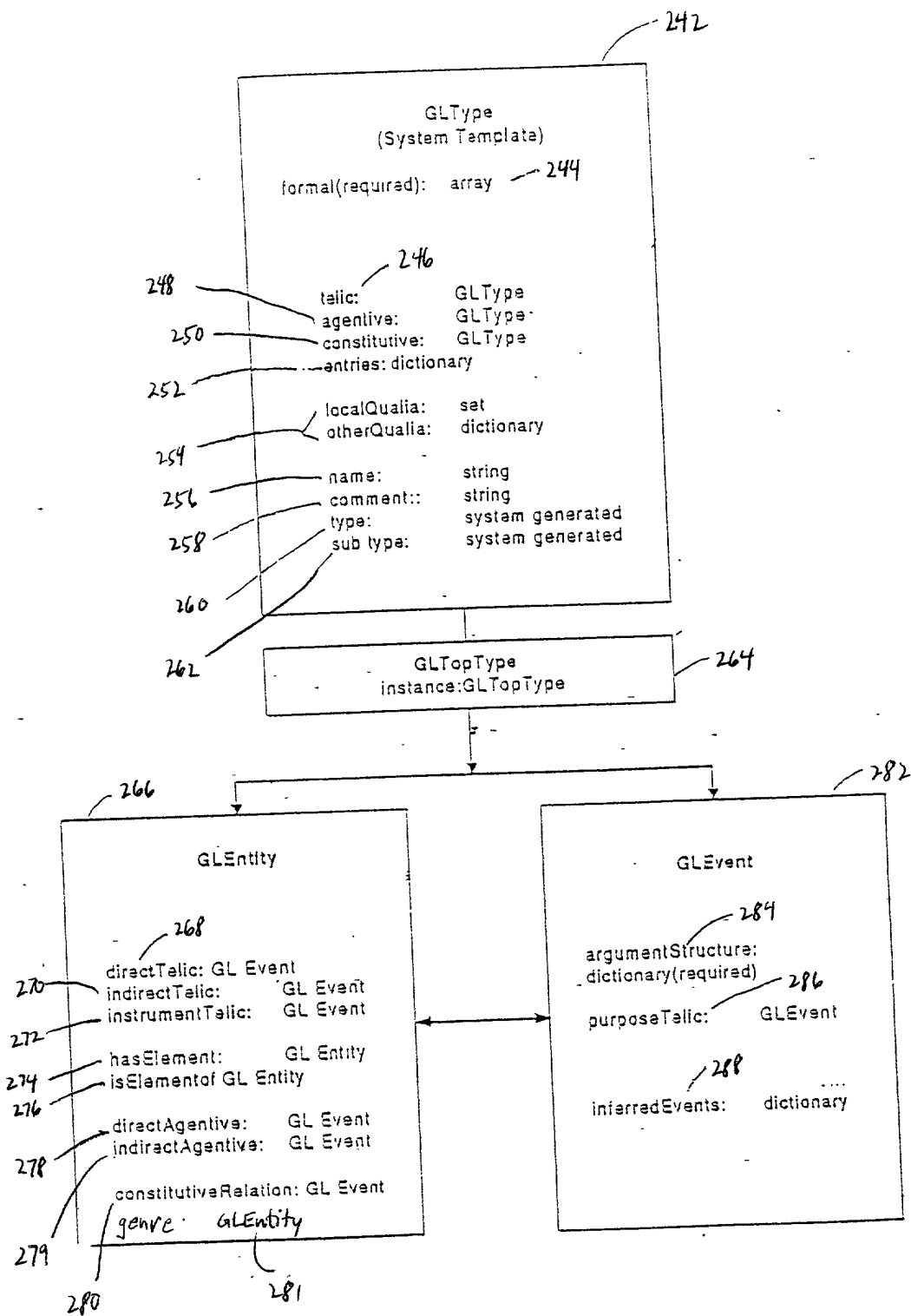


Fig. 2B

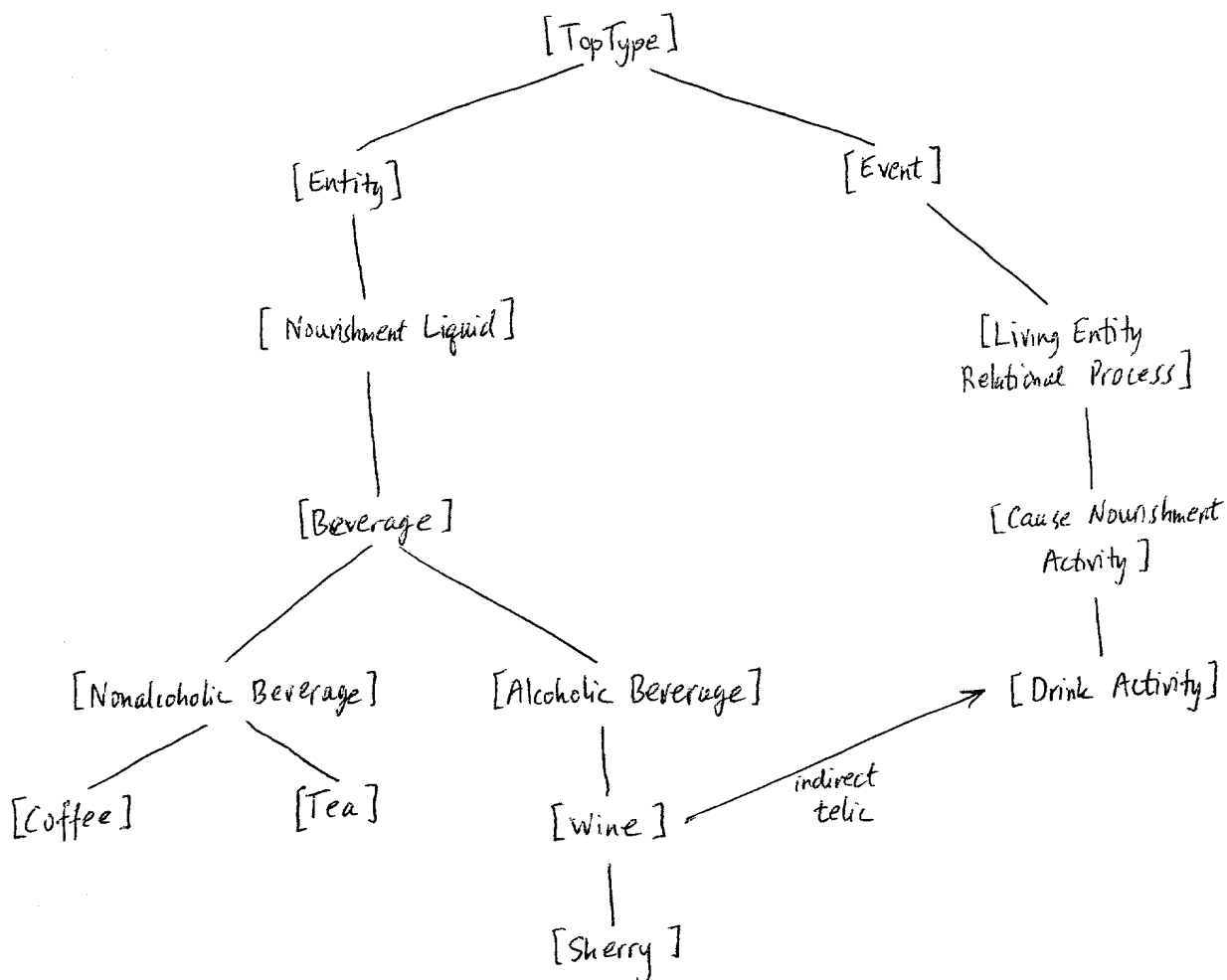


Fig. 3

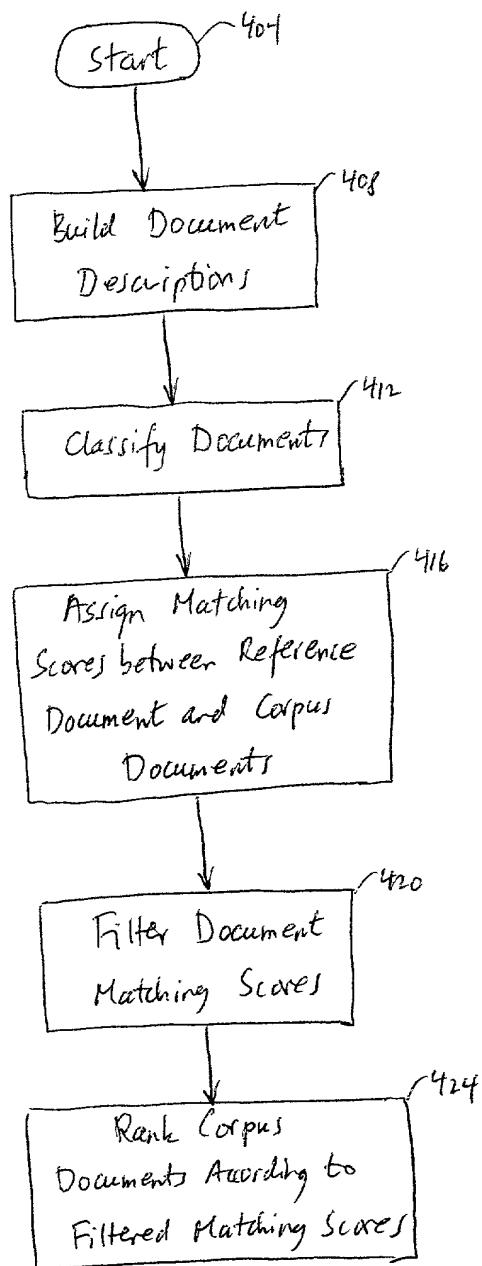


Fig. 4

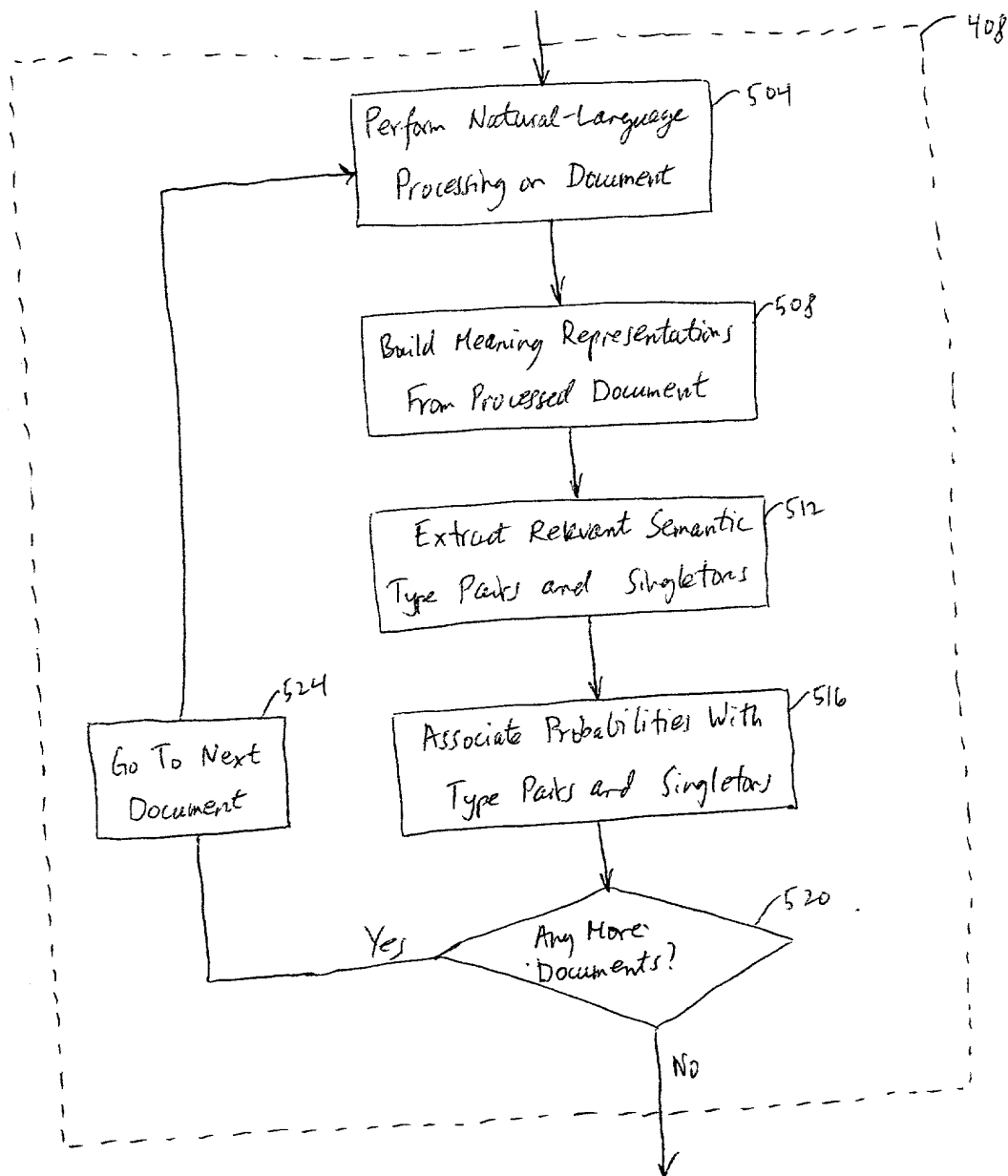


Fig. 5A

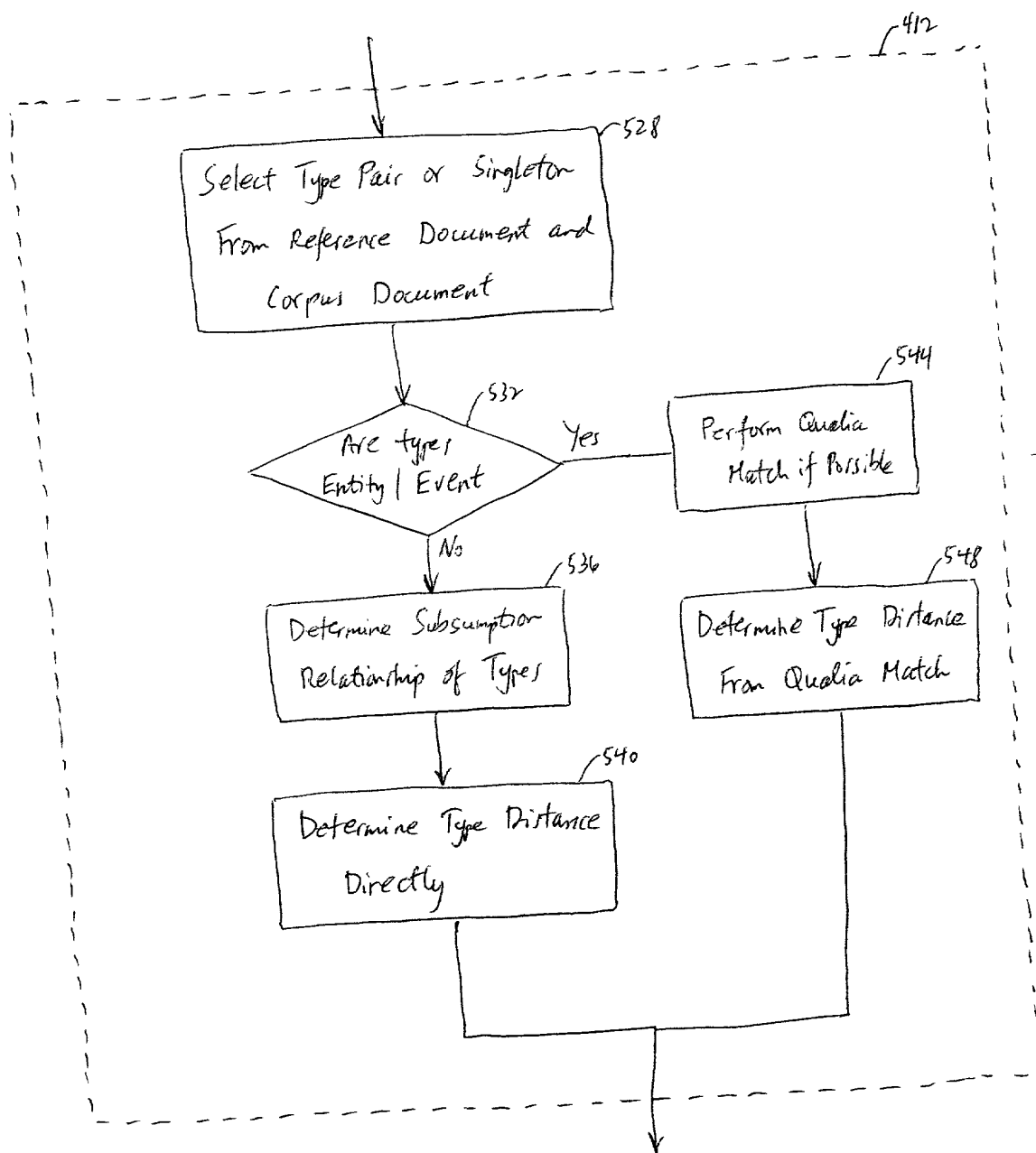


Fig. 5B

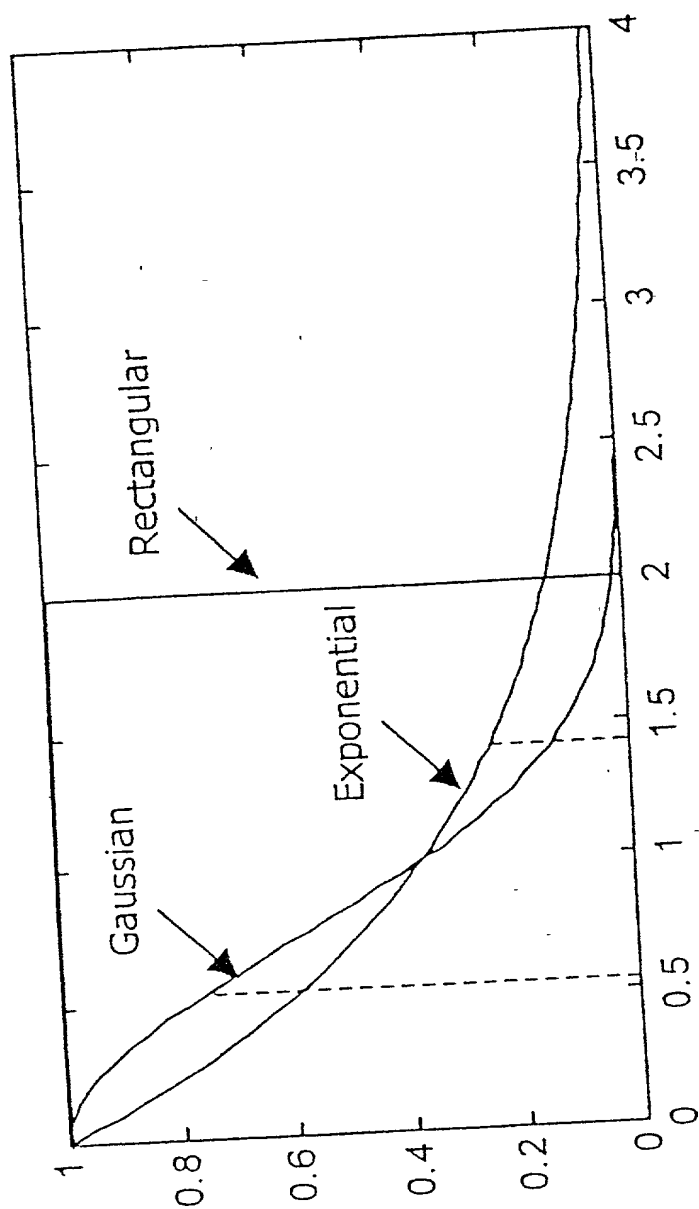


Fig. 6



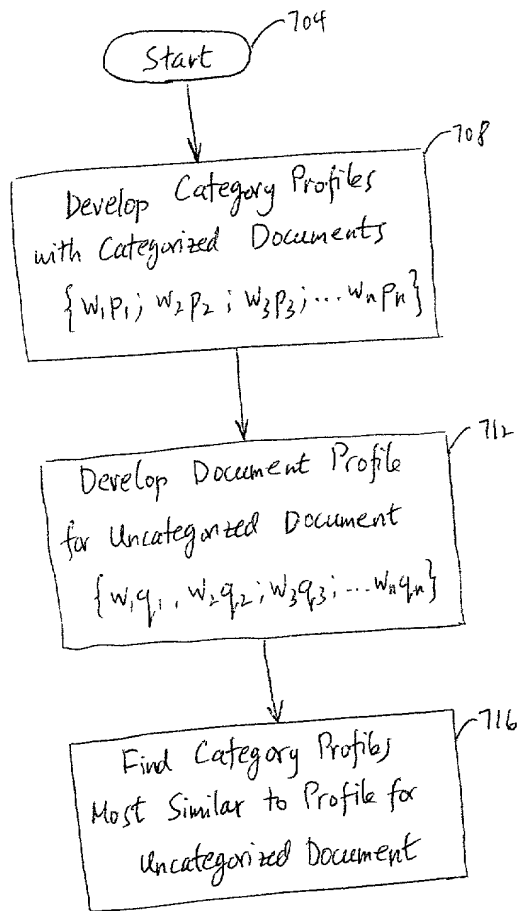


Fig. 7A

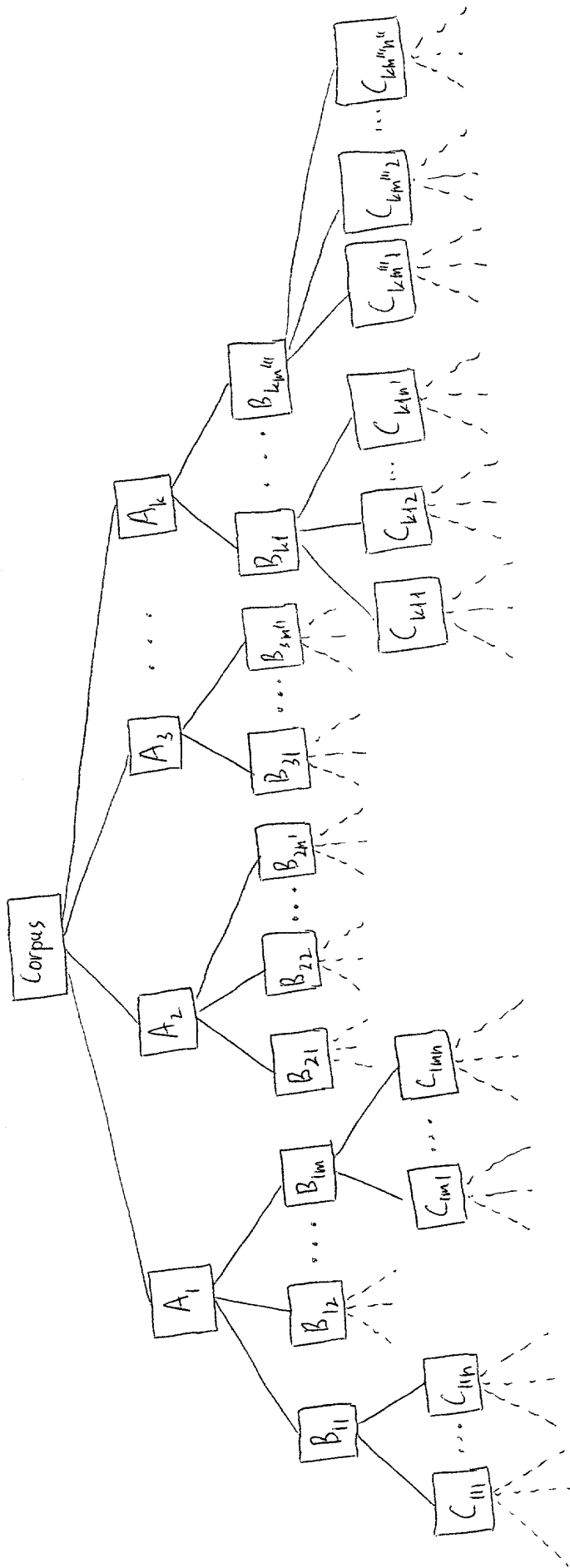


Fig. 7B

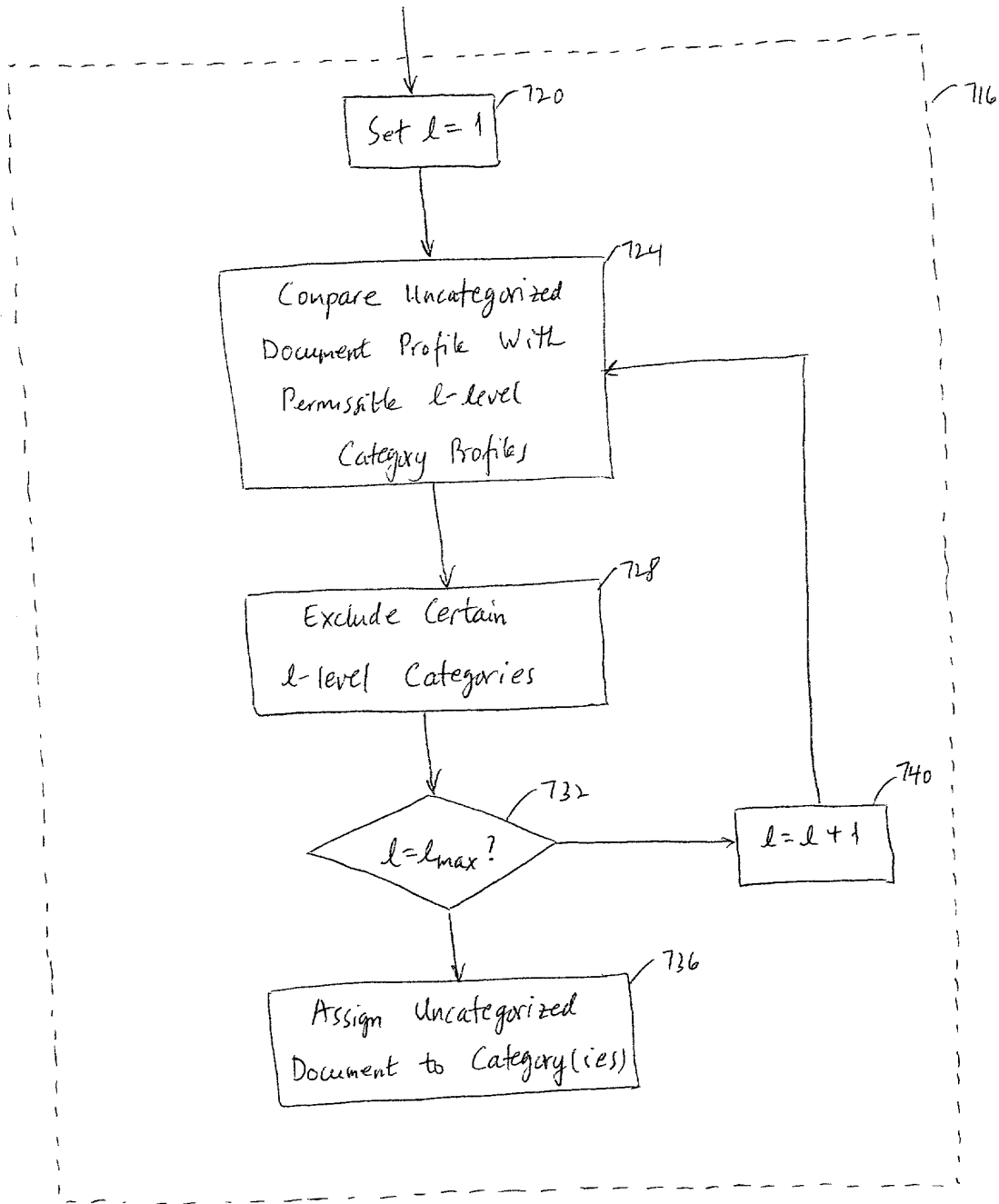


Fig. 7C

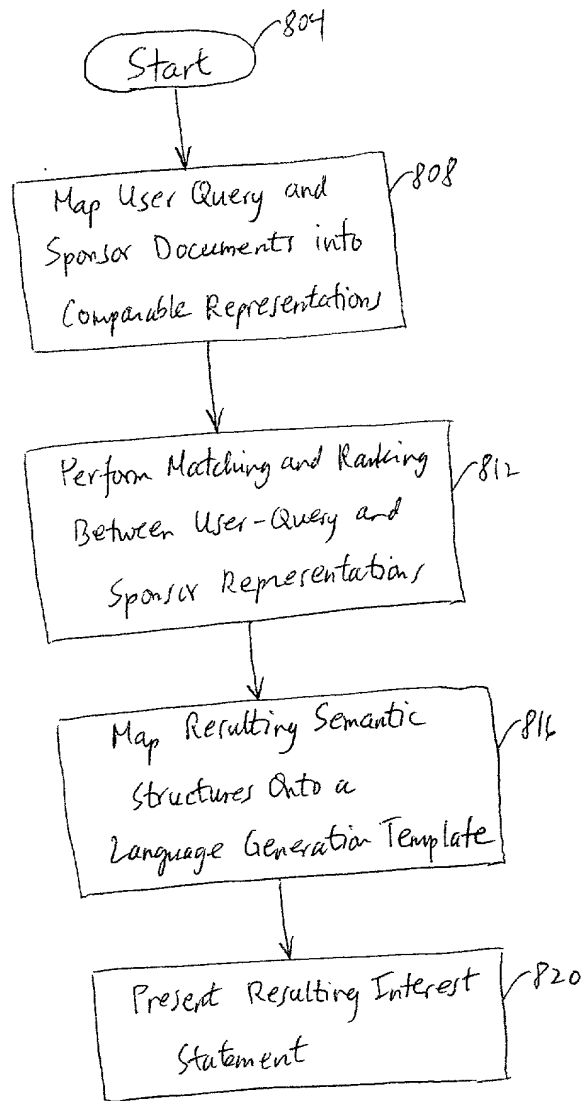


Fig. 8A

Query	"honeymoon"
Query description	type: [Honeymoon Activity]
Selected sponsor	<a href="http://www.travelscape.com">www.travelscape.com</a>
Sponsor's Language Generation Template	Plan and book your {type: [Travel Activity], type: [Accommodation Activity]} to top destinations in the U.S. and Europe at <a href="http://www.travelscape.com">www.travelscape.com</a>
Query-LGT type matches	match_score([Honeymoon Activity], [Travel Activity]) match_score([Honeymoon Activity], [Accommodation Activity])
Interest statement	Plan and book your honeymoon to top destinations in the U.S. and Europe at <a href="http://www.travelscape.com">www.travelscape.com</a>

Fig. 8B

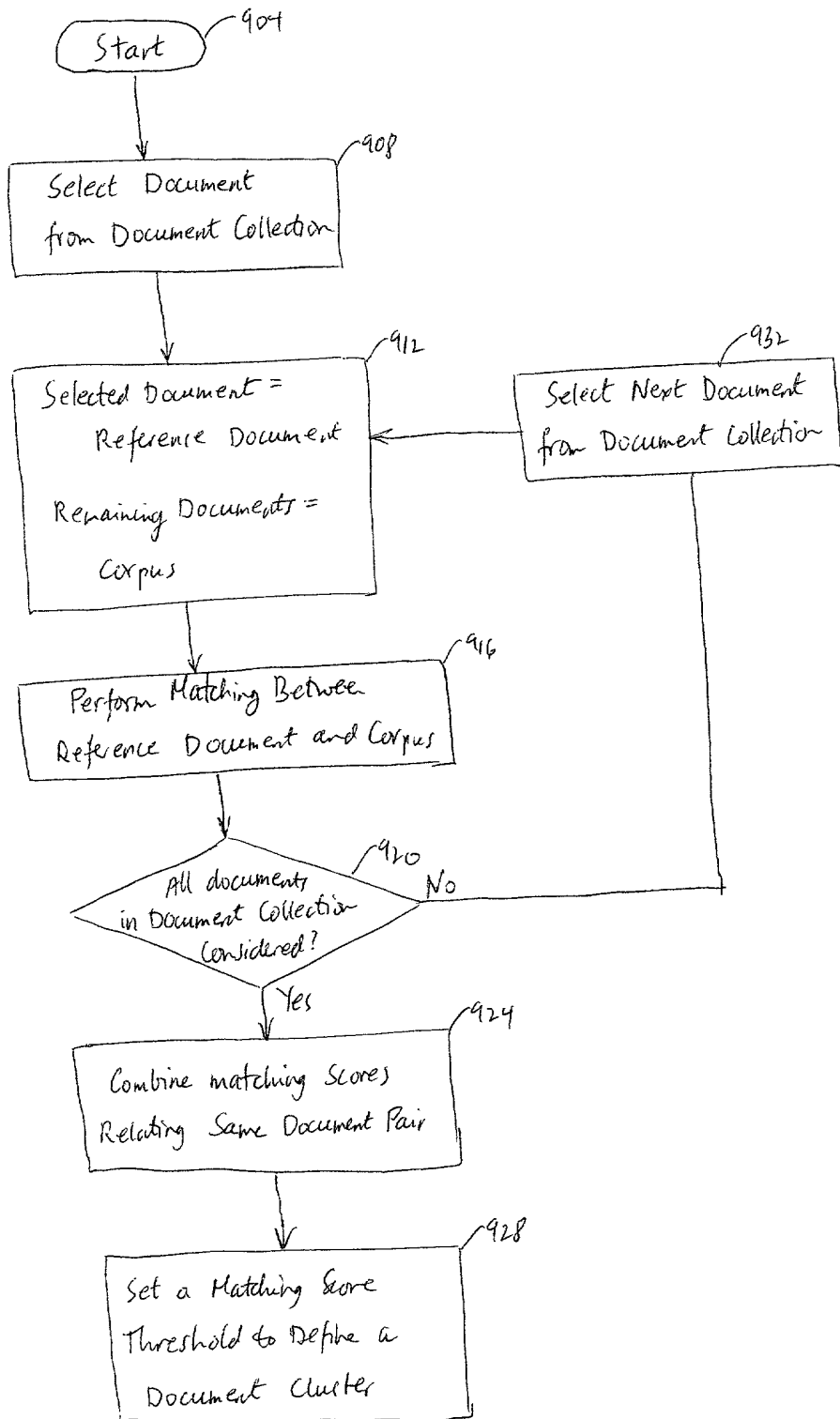


Fig. 9